



DEPARTMENT OF THE INTERIOR
INFORMATION SERVICE

*Office
file
1/30*

FISH AND WILDLIFE SERVICE

For Release JANUARY 30, 1956

YOUNG HOUSEWIVES PREFER FISH STICKS

The fish stick--that recent addition to America's diet--has found a friend in the young American housewife and is proving to be an economic asset to several areas in the Nation, especially in New England, according to Fish and Wildlife Service reports.

Data compiled by the Service show that the production of fish sticks in 1955 exceeded 65,000,000 pounds, compared with 50,160,000 pounds in 1954 and 7,500,000 in 1953. In 1952 the only production was in pilot plants engaged in getting this new industry started. Production is still centered in New England which accounts for about 40,000,000 pounds of the total but the industry has spread to many States on the eastern and western seabords and even into the Midwest.

A consumer survey completed by the Fish and Wildlife Service indicates that it is the young American housewife, the homemaker under 25 years of age, who favors the fish stick. The survey also showed that the white collar worker was more inclined to purchase them than was the manual worker, and that only 20 percent of the families with annual incomes of less than \$2,000 were fish stick purchasers, compared with 50 percent of the families with incomes of \$10,000 a year or more.

The production figures for 1955 seemed to indicate a leveling off during the year at slightly less than 6,000,000 pounds a month but the consumer survey points out that 60 percent of the potential fish stick market is still untouched. Also, the study emphasizes that 85 percent of the housewives who try fish sticks are satisfied with them.

The results of this survey on household consumer preference for breaded fish sticks and also for breaded shrimp are described in three Fish and Wildlife Service reports, Fishery Leaflets 424 and 425, which have already been released, and Leaflet 426, soon to be issued. This final report is a summary by income groups, household size, homemaker age groups, and occupation. Leaflet 424 showed that less than 40 percent of the American households were using fish sticks. It also showed that, package-wise, a 12-ounce package was preferred. Leaflet 425 indicated that the city dweller was a much better customer than the man in the rural area. Copies of these reports may be secured upon request to the Division of Information, Fish and Wildlife Service, Washington 25, D. C.

X X X